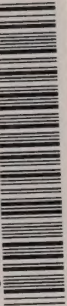


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# Yukon Travel Survey

By G.F. Parsons  
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walter conright

## PREFACE


### Yukon Travel Survey - 1963

by

George F. Parsons

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## PREFACE

The Yukon Research Project is a regional research program for carrying out studies in the social, economic, historical and other fields in Canada's Yukon Territory. The aim of the project is to carry out both short term and long term studies, and to make the results of these studies available to all interested in the Yukon Territory.

Tourism has become of increasing importance in the economy of the Yukon Territory in recent years. This report deals only with certain limited aspects of the Yukon's tourist trade. Not only the results, but the way in which the study was carried out and the conclusions drawn, will be of interest to many people. Mr. Parsons' study shows some of the difficulties under which the research worker must operate in this field. The report contains a great deal of material that will be of interest and use to those involved in the Yukon tourist industry.

One of the pleasures of carrying out research in the Yukon is the ready way in which people give of their time and their knowledge. Without the co-operation of a great many Yukon residents this study could not have been carried out, and I would like to thank all those who aided Mr. Parsons in his work.

The views stated in the report are those of Mr. Parsons, and not those of the Government of Canada or of the Government of the Yukon Territory.

J. R. Lotz  
Co-ordinator, Yukon  
Research Project



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## Yukon Travel Survey - 1963

### 1. Introduction

There are several possible methods one may choose for selecting persons to interview in a travel survey. It is possible to loiter in hotel lobbies or on street corners in wait for people wearing Bermuda shorts or flowered shirts, being careful to approach only the seemingly benign or the obviously beautiful. If he is sufficiently mobile, the interviewer can visit public campgrounds to catch vacationers sometime between their morning coffee and the folding of their tents. Both methods have drawbacks. The first ignores ugly, disgruntled visitors who do not care for Bermuda shorts or hotels; the second neglects the effete and the affluent who disdain campgrounds, together with those who travel by bus, plane, and train. In other words, the first step in any survey research is to identify and define clearly the population which is to be studied. If interest is focused on people who use campgrounds, then of course there is no profit in gathering data on hotel guests. The same principle applies if the object of interest is the more general category of "tourists", or the still more general one of "travellers".

A great many visitors to the Yukon are not tourists in any ordinary sense. They come with a wide variety of motives and interests. In addition to the usual assortment of salesmen, officials, and others entering the country on business, there are even larger numbers

travelling through the country with business in Alaska. Probably the business of most of these people is military; they are soldiers and airmen being posted to or from Alaska with their wives and families. Strictly speaking they are not tourists, yet some of them do take advantage of their trip to undertake some limited touring in the conventional sense. More important perhaps, all of them have to spend money while crossing the Territory.

The Yukon's visitors come and go through a number of entry points, using every form of transportation, private and commercial. It was clearly impossible for a one-summer, one-man survey to give adequate attention to all these categories of people, or to the many facets of the travel industry represented by their patterns of movement and activity. There seemed little choice but to focus on one aspect of summer travel. That chosen for attention was travel by privately owned motor vehicle. All indications are that most visitors arrive this way. For example, figures obtained from customs and immigration officials show that of 10,292 non-Canadians entering the Territory from Alaska in June of 1962, 6,127 arrived by car or truck, whereas 2,755 arrived by train, 915 by aircraft, and 495 by bus. There is evidence to suggest also that many of those arriving by private car stay longer and possibly spend more money than do travellers by bus or train, most of whom are attached to tour groups which operate on tight schedules.

In a sense, tour group members seem to be relatively insulated from the country and its people. They cannot choose when they will



stop for lunch, or for a night's lodging, or to test the country's claims to recognition as a fisherman's paradise. They move encapsulated in a protective structure which their tickets paid for. It is no accident that these are called "package" tours. People travelling by car have a chance for a closer look at the Yukon, its facilities and attractions. They experience restaurants and hotels in both the large towns and the small. Some alternate between hotels and campgrounds. Many leave the beaten track to sightsee, fish, or loaf. It seems likely that their impressions and responses to what they see and how they are treated may have the greater significance for the future of the Yukon travel industry. This is not to suggest that the guided tourist or the independent bus or train traveller should be ignored. On the contrary, his contribution to the industry's well-being probably is a substantial one. It is simply unfortunate that the present study could not give him the attention he deserves. Another reason for concentration on the highway traveller was that an initial study was made of him previously, in the summer of 1962. This meant that certain guide lines and problems for further research had already been indicated. Some attempt at verification and follow-up was in order.

#### General Comments on Sampling

The purpose of survey research is to learn something about the population from which the sample is selected, and not simply about the characteristics we discover, or think we discover, in the particular group interviewed. It has been claimed that within certain limits, the statistical

reliability of a sample is largely independent of sample size. Proponents of this view argue that for most purposes, a truly random sample - one selected on the basis of chance factors alone - should yield almost equally reliable results whether it consists of 200 cases or 1,000 cases. However, if some factor in the method of case selection causes one or more portions of the population to be under or over-represented in the sample, then the sample will be biased, no matter how many cases are selected. So far as possible, the sources of bias must be eliminated if the investigator hopes to make reliable statements about the population under study. If for some reason elimination is impossible, then at least the sources of difficulty should be recognized and allowances made for them. The following discussion of method, in telling of certain difficulties encountered with respect to obtaining a random sample, attempts to make such allowances. It seeks to give the reader a background against which he can make his own judgement concerning the statistical reliability of the data to be presented.

#### Method and Source of Data

The population chosen for this study consisted of all visitors travelling on the Alaska Highway in privately owned motor vehicles. Members of the population were identified by vehicle type and place of origin. Occupants of buses, commercial transport trucks, and vehicles of all kinds bearing Yukon license plates were excluded. The occupants of all other vehicles were assumed to belong to the population. This was a necessary assumption since visitors to the Yukon travel in a truly remarkable assortment of wheeled



conveyances, ranging from two-ton trucks to the smallest of cars, foreign and (sometimes literally) home-made. One of the most popular is the "camper", a small truck with living quarters, of varying standards of elegance, built on the rear platform. This is a type of vehicle seen only rarely in southeastern Canada.

Two hundred and five interviews were conducted with parties of highway travellers. For survey purposes a party is defined as any number of persons travelling together in one or more vehicles, and includes single individuals travelling alone. Interviews were conducted primarily with the leaders, or chief spokesmen, of parties. However, the statements of secondary respondents were noted, and therefore it may be more accurate to say that parties constitute the sample, even though, for convenience, respondents will be referred to as if they all were individuals. The fact that members of a single party are capable of disagreeing with one another presents virtually no difficulty in analysis of the data. Most parties had a single dominant spokesman, and overt disagreement was rare.

Two methods were used for selecting interviewees. The first was to approach travellers who called at the roadside information booth outside Whitehorse, operated by the Yukon Department of Travel and Publicity. The second was to flag down vehicles on the Alaska Highway, using flagging stations (one for north and one for southbound traffic) set up near the traffic circle outside Whitehorse. It was judged at the beginning of the survey that the flagging method, if it worked at all, would have a better chance of yielding a nearly representative sample of travellers

than would the information booth method. However, the establishment of highway flagging stations required some rather involved and time-consuming administrative arrangements. Pending completion of these arrangements, valuable time was put to use by employing the information booth method, which, in spite of its obvious faults, had the virtue of simplicity. Interviewing information seekers was the easiest way of "capturing" respondents in the initial trial-and-error period of the survey, when the general "feel" of the problem was being gained. At this early stage, the practicality of the flagging method could only be guessed; the information booth method could be tested immediately.

Common sense suggests some of the possible sources of bias that might be expected in a sample selected from among visitors to an information booth. For example, we might expect that persons making their second visit to the area would be less likely to call at the booth than those making their first visit. Similarly, it seems reasonable that travellers to Alaska who are passing through the Yukon out of sheer necessity would be relatively disinclined to make the stop. The survey produced evidence to support both of these suppositions. Almost any number of variables, including age, sex, education, and socio-economic status, may be operating in unknown ways to separate those who call at information booths from those who do not. A study which depended entirely on visitors to the booth might yield reliable statements about some categories of tourists but it might not



permit such statements about the larger population of travellers, because the sample would be less representative of that population.

Objections can also be made against the highway flagging method. Once again, variables such as sex, age, and socio-economic status may be operating to determine who chooses to stop when exhorted to do so by one or two official-looking signs and a not so official-looking, dust-coated, would-be interviewer. Given the necessary funds, it is possible to use roadside dancing girls, with or without bikinis. This may increase the size of the sample, but to say the least it will do nothing to improve its representativeness. Devices of this general kind make good public relations; as survey techniques they leave much to be desired. Perhaps the only way to draw a representative sample from a population of highway travellers is to employ a uniformed policeman at the flagging station. Then, with public compliance a certainty, it would be possible to use any one of several techniques of random selection to choose respondents from among the occupants of vehicles with "foreign" license plates. But even this method has a potential flaw. While fear of, or respect for, the law might almost guarantee a representative sample, it could also generate an overly-respectful pattern of response to the interviewer's questions, thus concealing the real impressions and opinions which one is hoping to obtain as data. It might be added in passing that this same kind of contented, uncritical response may be elicited by the presence of dancing girls or even by fully clothed but attractive female interviewers. That these particular sources of bias were

not present in the 1963 Yukon survey may constitute an argument in favour of the initiation of such projects with only limited funds.

We do not know to what extent the sample drawn by the flagging method (hereafter referred to as the highway sample) is representative of the population of highway travellers. Attempts at controlled randomization of the sample did not succeed. Drivers of vehicles selected by random methods too often refused to stop for interviewing, while many drivers not selected seemed eager to be interviewed. Some drivers who did stop refused to pull off the highway and had to be waved on to avoid the possibility of accidents. This resulted in part from an absence of any really adequate stopping place to serve as a flagging station. Some vehicles could not be flagged because they were too closely followed by others, so that once again there was the danger of serious accident. Consideration was given to attempting a form of stratified sampling, but this also proved impractical.<sup>1</sup>

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1. Stratified sampling involves the division or classification of the population under study into several sub-populations, or strata, and the subsequent sampling of each stratum in proportion to the contribution which it makes to the total population. Highway travellers can be classified according to their regions of origin, whether or not they haul housetrailer, or any other visible criteria relevant to the problem at hand. But to employ these criteria in stratified sampling, we need to feel confident that we can make at least a reasonably good estimate of the proportions of the population which fall within our several classifications. It was in the hope of making such an estimate that a good many hours were spent recording certain of the relevant characteristics of the traffic passing on the Alaska Highway. While the material thus gathered was useful for other purposes, it did nothing to overcome one major stumbling block to stratified sampling: even with a good deal of practise it was impossible to identify the license plates of vehicles in time to flag them. It was relatively easy to recognize a licence plate as non-Yukon, but very difficult to identify it as belonging to a particular state, except after the vehicle had approached to within less than one hundred feet. This difficulty alone was enough to eliminate hopes for a stratified sample, an essential element of which would be a regional classification.



Faced with such problems of selection, and lacking the time, money, and staff for developing elaborate techniques to overcome them, it was necessary to settle for the crude device of flagging all comers that might be stopped with safety. This was done for approximately ten days during late July and early August, the apparent peak of the summer travel season. This time was divided roughly evenly in sampling northbound and southbound traffic. Sixty-four northbound and seventy-five southbound parties were interviewed.

In spite of the crudity of the selection device, there is evidence to suggest that the sample is fairly representative, and almost certainly more representative than the tourist booth sample. Generally speaking, travellers were surprisingly co-operative. On some days approximately two-thirds of all drivers flagged were willing to stop. Not infrequently drivers stopped without being asked. A few even waited for the completion of interviews in progress, that they might be interviewed themselves. On a good many occasions drivers had to be asked to move on because they were creating traffic hazards while they voluntarily awaited their turn to be interviewed. At peak periods there was simply too much business for one interviewer to handle, particularly when he had also to act as traffic director. It is safe to say that two interviewers and a traffic director could have handled a very large proportion of all travellers even at peak periods. On the other hand, there were times when traffic was virtually non-existent, and times when the refusal rate was high.

One might reasonably suspect that only the very friendly or the very hostile would be prepared to stop. People in each category were

encountered, together with a great many who exhibited relative emotional neutrality. Some were merely curious; a few said they had thought they were required to stop. At any rate, there is no particular reason to think that only "satisfied customers" were attracted by the official-looking signs.

As mentioned earlier, the group interviewed on the highway exhibited certain differences from the group interviewed earlier in the tourist booth. These differences, which will become clear in the course of the report, suggest that certain elements in the population of highway travellers were not being reached in the booth. However, it is possible to overstress the differences, thereby neglecting many similarities in the two groups. There were enough similarities that it was considered legitimate to combine the two samples for some purposes of analysis, although not for others. Where the samples are thus brought together, we shall refer hereafter to the combined sample. This consists of 205 interviews, 139 drawn directly from the highway, and 66 completed in the information booth. A complete breakdown of the samples follows:

<u>Sample</u>	<u>Number</u>
<u>Highway</u>	
Northbound.....	64
Southbound.....	75
<u>Information Booth</u>	
Northbound.....	46
Southbound.....	16
Unclassified.....	<u>4</u>
<u>Combined Sample</u> .....	205

To save time and space and because most of the differences are in directions readily predictable, only some of the more important discrepancies between the two samples, or those for which explanations may not be entirely obvious, will be commented upon. However, it bears repeating that for most purposes, the highway sample should be regarded as probably more representative of all travellers, and the booth sample as more representative of "tourists".



## 2. Where They Come From

In terms of origins, Californians showed consistently as the largest group, constituting between 15 and 16 percent of the highway, tourist booth, and combined samples.<sup>2</sup> While Alaskans comprised nearly 19 percent of the highway sample, their marked under-representation among booth visitors reduced their percentage of the combined sample to under 14. This was the only regionally defined group to exhibit a really marked difference in its representation in the highway and booth samples. Because of this generally close correspondence, subsequent discussion of origins will concentrate on data from the combined sample.

Visitors were classified as Alaskans if they carried Alaska license plates, and either named Alaska as their home state, or as the location of a current or recently completed tour of military duty. About 54 percent of all "Alaskans" interviewed stated they were there on military posting. This tends to suggest that the large size of the Alaskan category is something of a legal fiction. In contrast, no Californians said they were travelling on military duty, and in fact, no Californians gave any form of business as reason for their trip.

People from the state of Washington formed the third largest group. They appeared in the two samples in almost equal proportions, constituting between 8 and 9 percent of each. British Columbians and Albertans, each with 5 percent, were tied for fourth place. These findings

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2. All percentage figures shown in this report are approximate, and unless the need for clarity demands otherwise, are reported to the nearest whole number. It would create an unwarranted and spurious impression of accuracy to regularly calculate percentages to one or more decimal points in a study of this kind.

TABLE I: Most Common Origins of Parties  
In The 1962 and 1963 Yukon Travel Surveys

1962 Survey (N=1394)			1963 Survey (N=205)		
Origin <sup>2</sup>	No. of Parties	Percent of All Parties (approx.)	Origin	No. of Parties	Percent of All Parties (approx.)
California	209	15	California	32	15
Alaska	178	13	Alaska	28	14
Alberta	98	7	Washington	18	9
B.C.	93	7	Alberta	11	5
Washington	86	6	B.C.	11	5
Texas	73	5	Michigan	7	3.5
Oregon	61	4	New York	7	3.5
Ohio	49	3.5	Oregon	6	3
Illinois	35	2.5	Wisconsin	6	3
Ontario	34	2.5	Iowa	6	3
			Ontario	6	3
			Colorado	5	2.5
			Illionois	5	2.5
			Montana	5	2.5

Notes: 1. The 1962 rank order of states and provinces shown here does not correspond completely to the rank order given in the Department of Travel and Publicity's report. This is because ranks in that report were assigned according to the number of persons from each place of origin, not the number of parties.

2. Percentages are calculated by the present writer, and are based on data contained in "A Survey of the Tourist Industry of the Yukon Territory", Yukon Department of Travel and Publicity, 1962, pp. 4-6.

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correspond closely to those of the 1962 survey conducted by the Yukon Department of Travel and Publicity. Table I shows the "top ten" places of origin reported for parties in that survey, together with the principal origins of parties in the combined sample of 1963.

The similarities between these two sets of data are more striking than their differences. The proportions of Californian and

Alaskan parties are almost identical in the two surveys. Similarly, the proportional representations of Oregon, Illinois, and Ontario are roughly the same in each. Alberta and British Columbia were tied in 1963, and nearly so in 1962. The fact that Washington replaced Alberta in third place in 1963 is virtually meaningless when it comes to making generalizations about the population. Such fluctuations might occur by chance even in two samples of more equal size which were known to be randomly selected. A more serious deviation is suggested in the complete exclusion of Texas and Ohio from the top-ranking states in the 1963 sample, and by the appearance of such states as Michigan and New York.

Further evidence on origins was obtained by taking a count, during more or less randomly selected hours over a sixteen-day period in July, of non-Yukon motor vehicles, both north and southbound, passing a point on the Alaska Highway near the Whitehorse traffic circle. The more significant-seeming results of this "counting sample", as it will be called, are shown in Table 2. Of 243 non-Yukon vehicles observed, 219 were positively identified. Once again, as shown in Table 2, the same rough pattern of dominant origins emerges, with certain further variations. Here Texas appears among the "top ten", lending support to the similar finding in 1962. Michigan holds a high rank as it did in the combined sample, while its neighbouring state, Ohio, remains out of the running. The figures for British Columbia and Alberta may be somewhat inflated, since it was discovered that a number of Whitehorse residents were driving cars bearing the license plates of those provinces.



Table 2: Most Common Origins of 219 non-Yukon Vehicles  
Counted at Whitehorse Traffic Circle During Selected  
Hours in the Period July 3-19, 1963

<u>Origin</u>	<u>Number</u>	<u>Percent</u>
California	35	16
Alaska	31	14
British Columbia	21	10
Alberta	18	8
Washington	12	5
Oregon	12	5
Ontario	9	4
Texas	8	4
Michigan	7	3
Saskatchewan	7	3
New York	6	3
Colorado	5	2
Arizona	5	2
Illinois	4	2
Montana	4	2

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Similarly, the representation of other Canadian provinces may have been exaggerated by the presence of autos belonging to Canadian military personnel recently posted to Whitehorse.

An important point must be taken into account in any effort to summarize and interpret the evidence at hand. A relatively small sample of some 200 cases, if divided into a great many categories, cannot be expected to yield subsamples which are proportional to the same categories in the population under study. Yet this is what we are expecting of the counting and combined samples, as soon as we attempt to make generalizations about origins on the basis of a large number of politically defined areas. We can talk with some degree of confidence about the commanding positions of California and Alaska, Washington and Alberta, because there are fairly large subsamples representing these places. But many of the other subsamples

Table 3: Regional Origins of Parties in Three  
Samples of Travellers to the Yukon.<sup>1</sup>

Region	(A)		(B)		(C)	
	1962 Sample		1963 Combined		1963 Counting	
	(N=1394)		Sample	(N=205)	Sample	(N=219)
	Number	Percent	Number	Percent	Number	Percent
	(1) <sup>2</sup>	(2)	(3)	(4)	(5)	(6)
United States						
Pacific Far West	356	26	56	27	59	27
West	104	7	19	9	16	7
Southwest	113	8	11	5	13	6
Midwest	189	14	34	17	24	11
Northeast	84	6	14	7	13	6
Southeast	62	4	13	6	5	2
Northwest (Alaska)	178	13	28	14	31	14
Canada						
Far West						
(Alberta & B.C.)	191	14	22	11	39	18 <sup>3</sup>
West Central						
(Sask. & Man.)	26	2	1	-	9	4
East Central						
(Ont. & Quebec)	55	4	6	3	9	4
East (Atlantic						
Provinces)	9	under 1	-	-	1	-

1. A few European visitors included in Samples (A) and (B) have been excluded from the above table.
2. The data in column (1) are taken from the report of the survey by the Yukon Department of Travel and Publicity, 1962. Excluded here are 33 parties listed as "miscellaneous".
3. It is suspected that the figure of 18% for Canada's Far West (col. 6) has been inflated through counting vehicles with Alberta and British Columbia license plates which actually belonged to Yukon residents.

are too small to be significant in themselves.

Therefore, if we want to attempt generalizations about origins of travellers, and particularly about origins outside the far west, we need to think in terms of broad regions, and not just individual states. Thus there was only one Ohio party in the entire combined sample, but Ohio is

only a part of the American middle west which is well represented by such states as Michigan, Wisconsin, and Illinois. Table 3 shows the regional origins of parties in two samples taken in the 1963 survey. Table 3 takes us about as far as we can go in attempting to summarize and to offer tentative generalizations. It suggests that three Pacific coastal states account for more than one quarter of all visitors to the Yukon, while Alaska and the midwest each contributes about 14 percent. The region we have chosen to call the "west", containing 10 states, provides the Yukon with about 8 percent of its visitors. The northeastern and southwestern portions of the country each provides about 6 percent, while 4 percent come from 11 states in the southeast.<sup>3</sup> Within each region one or more particular states appear to be dominant in the extent of their contributions. They are primarily those states listed in Tables 1, 2 and 3, to which we have been paying special attention. One state not mentioned in the tables, Florida, appears to provide the largest single share of the southeast's representation. It is interesting to note the very substantial representation from Canada's two westernmost provinces, which together

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3. Following are the states within each region: Pacific Far West--California, Washington, Oregon; West--Montana, North Dakota, South Dakota, Nebraska, Kansas, Colorado, Idaho, Utah, Wyoming, Nevada; Southwest--Texas, Oklahoma, Arizona, New Mexico; Midwest--Minnesota, Wisconsin, Iowa, Missouri, Illinois, Indiana, Michigan, Ohio; Northeast--New York, Pennsylvania, New Jersey, Delaware, Maryland, West Virginia, Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island; Southeast--Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Louisiana, Arkansas; Northwest--Alaska.



rival Alaska and the American Midwest. No less interesting is Ontario's share. While no Quebecers were encountered in the 1963 survey, the report of the 1962 survey shows 21 parties from that province, compared with Ontario's 34. Not unexpectedly, the wealthier and more populous states and provinces, together with those located relatively close to the Yukon, are the ones which send the most visitors. From the limited data at hand, it is impossible to suggest in what ways these three variables, population, wealth, and distance, interact to determine the origins of visitors. Of course, a fourth important factor concerns the locations of major military installations, for we have noted already that large numbers of travellers appear to be service personnel proceeding to new postings.

### 3. Origins by Community Size

Guessing that city dwellers would be relatively unlikely to choose a holiday involving thousands of miles of wilderness travel over dirt roads, it was anticipated that visitors to the Yukon might tend to come from smaller communities. In an attempt to test this idea, respondents were asked to place their home towns in one of five population categories, ranging from under 5000 to over 100,000. The findings are summarized in Table 4, for the highway, information booth, and combined samples. Borderline cases always were placed in the lower of the two categories in question. It should be noted that the first

Table 4: Origins of Yukon Travellers by City Size

<u>City Size</u>	<u>Highway Sample</u> (N=137)		<u>Booth Sample</u> (N=66)		<u>Combined Sample</u> (N=203)	
	<u>No.</u>	<u>Percent</u>	<u>No.</u>	<u>Percent</u>	<u>No.</u>	<u>Percent</u>
0 to 5,000	34	25	16	24	50	25
5,000 to 10,000	8	6	4	6	12	6
10,000 to 25,000	23	17	6	9	29	14
25,000 to 100,000	34	25	15	23	49	24
Over 100,000	<u>38</u>	<u>28</u>	<u>25</u>	<u>38</u>	<u>63</u>	<u>31</u>
Totals:	137	100	66	100	203	100

interval includes not only residents of towns and villages of 5,000 population or less, but also all rural dwellers in the sample.

Clearly these data do not support our hypothesis. They may seem to suggest a bimodal pattern wherein people from small towns are joined by people from larger cities in an enthusiasm for the "last frontier" which is not shared by those in towns of moderate size (5,000 to 25,000). That such a conclusion seems unwarranted is indicated by Table 5, which

compares the distribution of origins of American visitors in the combined sample, by city size, with the equivalent distribution of the entire population of the United States in 1960, the last American census year.

Table 5: Origins of United States Visitors, and Distribution  
of The United States Population by Community Size, 1960

<u>Community Size</u>	<u>U.S. Population<sup>1</sup></u> (N=179, 323, 000)		<u>U.S. Visitors</u> (N=174)	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
0 to 5, 000	62, 234, 000	34.7	40	23
5, 000 to 10, 000	9, 780, 000	5.5	11	6
10, 000 to 25, 000	17, 568, 000	9.8	26	15
25, 000 to 100, 000	28, 787, 000	16.1	48	28
over 100, 000	<u>51, 013, 000</u>	<u>28.5</u>	<u>49</u>	<u>28</u>
Totals:	169, 382, 000 <sup>2</sup>	94.6	174	100

1. U.S. Bureau of the Census, Statistical Abstract of the United States: 1963, (84th edition), Washington: U.S. Printing Office, 1963, p. 21.
2. Does not include nearly 10, 000, 000 persons classified as residents of unincorporated urban fringe areas.

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From this table it appears not only that our data fail to support the hypothesis, they actually seem to contradict it. Whereas nearly 35 percent of the United States population lives in rural areas or in towns of 5, 000 or less, only 23 percent of Americans in the combined sample are so classified. Towns of 5, 000 to 10, 000 and cities of over 100, 000 are represented in the sample in proportions almost identical to those in the population. The communities showing a definite over-representation are those in the medium ranges from 10, 000 to 100, 000.

It will be noted that the percentage figures for the population add to less than 100. This is explained by the fact that the Bureau of Census



lists an additional ten million Americans as living in "unincorporated parts of urbanized areas".<sup>4</sup> There is no indication of how these millions would be distributed among the population categories in Table 5, but it seems likely that most would fall in the two largest categories, since they probably live mainly on the fringes of substantial urban centres, including large metropolitan areas. If so, their inclusion in the table might serve to narrow the difference which now appears between the sample proportion and the population proportion in the 25,000 to 100,000 category. More important, the sample contains in this category 10 parties of American service personnel and their families travelling to new postings, representing nearly half of all American servicemen interviewed. Eight of these had completed tours of duty at Anchorage (population roughly 80,000), and were classified as residents of that Alaskan city, for survey purposes. If this entire group of service personnel is taken from the sample, the proportion of visitors in the 25,000 to 100,000 category is reduced by about three percent. But complete elimination of this group is not fully justified when considering the origins of people paying voluntary visits to the Yukon. Of 21 American servicemen interviewed, one said he had deliberately chosen highway travel, and four others were taking extra travel time in order to see the country and to visit points of interest in the Territory.

We have explained a part of one seemingly large difference between the two percentage distributions in Table 5, showing that at least

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4. U.S. Bureau of the Census, Statistical Abstract of the United States: 1963, p. 21.

some of the discrepancy is more apparent than real. The greatest remaining difference is precisely the reverse of the one originally anticipated, and lies in the seeming under-representation of the small towns and rural areas. The available data do not offer much help in the way of explaining this finding. Since distance alone makes any form of travel to the Yukon expensive, it seems possible that rural-urban income differentials may be operating to exclude some residents of smaller places from making the trip. And of course we should not forget that our least urbanized category contains the entire farm population. It seems unlikely that many farmers would undertake extended vacation trips in the busy summer season. Nor is it much help if we try to eliminate the farmers by disregarding the 54 million persons classed as rural by the U.S. Census Bureau, considering instead only the 8, 270, 000 residents of incorporated places under 5, 000 population. Now the small town group, comprising less than five percent of the United States population, appears to contribute 23 percent of all Yukon visitors. This seems a rather dubious proposition, and we see that the farmers are not so easily eliminated. Briefly then, there are serious gaps in our information. Factors appear to be operating of which we can only guess the nature. There simply is not the material at hand to venture a full explanation of these interesting and suggestive data.

Canadian census materials which satisfactorily fit the population categories used here could not be found in a conveniently summarized form,

and a detailed search of the census data was unwarranted given the small size of the sample of Canadian visitors. The approximate population distribution shown in Table 6 is derived from figures in the Canada Year Book<sup>5</sup> showing the total population of incorporated towns and cities, and the population classed as rural, in 1961. Nearly two million persons, most of them apparently residents of unincorporated urban areas, are omitted from the distribution. Once more, it seems likely that if these millions could be placed in their proper categories, the proportions of Canadians living in larger communities would be considerably increased, thereby partially closing the gap between the percentage distributions. In view of the obvious inadequacies of both the population distribution and the sample, there is little point in attempting any detailed analysis of the Canadian data. However, it is interesting to note, in spite of the shortcomings, the emergence of a pattern somewhat similar to that in the American material.

Table 6: Origins of Canadian Visitors, and Approximate Distribution of the Canadian Population by Community Size, 1961

<u>Community Size</u>	<u>Canadian Population</u> (N-18, 238, 000)		<u>Canadian Visitors</u> (N=29)	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
0 to 5000	6, 910, 000	38	10	34
5, 000 to 10, 000	933, 000	5	1	3
10, 000 to 25, 000	1, 605, 000	9	3	10
25, 000 to 100, 000	2, 566, 000	14	1	3
Over 100, 000	4, 154, 000	24	14	48

Note: The high proportion of visitors from large cities may be a reflection of the fact that the populations of Alberta and British Columbia, chief sources of Canadian visitors, are relatively highly urbanized.

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5. Dominion Bureau of Statistics, Canada Year Book 1963-64, Ottawa: Q. P. 1964, p. 160-161.



#### 4. Size and Composition of Parties

Table 7 shows the distribution of parties of travellers according to party size.

Table 7: Distribution of Parties Interviewed, By Party Size.

<u>Party Size</u>	<u>Highway Sample</u>	<u>Booth Sample</u>	<u>Combined Sample</u>
1	10	3	13
2	56	29	85
3	24	15	39
4	25	5	30
5	12	7	19
6	8	3	11
7	3	3	6
8	-	-	-
9	-	-	-
10	-	1	1
11	1	-	1
	(N) 139	(N) 66	(N) 205
No. of persons	434	200	634
Mean Party Size	3.1	3.0	3.1

As shown, there were 634 persons in the 205 parties making up the composite sample, yielding a mean of approximately 3.1 persons per party. But the table also shows that the modal party size is two; in fact, parties of two persons comprise over 41 percent of the combined sample, while parties of three comprise only 19 percent. This illustrates how an interpretation based entirely on the mean can be misleading. In statistical terminology, each sample distribution shown in Table 7 has been "skewed" by the inclusion of a relatively small number of large parties which have served to inflate the mean, so that it does not convey a truly accurate impression of the "average" party size.

Retired couples seem to account for a rather high proportion of two-person groups. Of the 56 parties of two in the highway sample, ten (or 18 percent) consisted of retired people. Nine retired couples accounted for 31 percent of the 29 two-person groups in the information booth sample. These figures suggest that retired people contribute in an important way to the volume of visitors to the Yukon. Altogether, retired persons constituted 28 (or 14 percent) of the 205 party heads interviewed. Several others said they were "semi-retired".

Of the 634 persons in all parties, 155 were children, defined as persons under 16 years of age. Seventy-one parties, or 35 percent of the sample, contained at least one child. However, it seems doubtful that this presents a true estimate of the proportion of young family groups among those travelling to the Yukon on vacation. It is likely that servicemen and their families enroute to new postings are tending to inflate this proportion beyond what it would be if vacationers were the only visitors on the road. Of 23 parties of service people travelling on posting, 19 contained children. Thus there were children in 83 percent of servicemen's parties, but in only 35 percent of all parties. Putting it another way, these 19 parties constitute only nine percent of all those interviewed, yet they account for 50 children, or 32 percent of all children recorded. Seventeen of the 19 were in the highway sample, and accounted for 41 percent of all children in that sample. Some of these data are summarized in Table 8.

Table 8: Parties With Children

	<u>Highway Sample</u>		<u>Combined Sample</u>	
	Number	Percent	Number	Percent
All Parties	51 (N=139)	37	71 (N=205)	35
Parties On Posting	17 (N=21)	81	19 (N=23)	83

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## 5. Occupations and Incomes of Visitors

Table 9: Occupations of Visitors

	<u>Highway</u> (N=139)		<u>Booth</u> (N=66)		<u>Combined</u> (N=205)	
<u>Occupation</u>	No.	%	No.	%	No.	%
Professional	30	22	11	17	41	20
Managerial	8	6	7	11	15	7
Proprietor	9	6	12	18	21	10
Sales						
(incl. clerical)	7	5	3	4	10	5
Technical	8	6	5	8	13	6
Skilled <sup>1</sup>	27	19	7	11	34	17
Unskilled	1	1	3	4	4	2
Farmer	6	4	3	4	9	4
Retired	18	13	10	15	28	14
Servicemen	21	15	2	3	23	11
Other	4	3	3	5	7	3
Totals:	139	100	66	100	205	100

1. Includes semi-skilled.

Table 9 shows data on occupations of party heads or chief spokesmen. Perhaps the outstanding points shown by Table 9 are the rather larger percentages of professional and retired persons. The "retired" category includes a number of former professionals, but does not include those who called themselves "semi-retired". The professional group includes doctors, nurses, teachers and engineers.

Table 10 shows the income categories of 168 respondents. The 23 servicemen on posting are not included; the principal aim was to gain some impression of the incomes of those who travel voluntarily to the Yukon, and the relatively low incomes of the servicemen appeared to distort the picture. Respondents were handed a card bearing the income categories shown

in the table. These were numbered from one to five, and the respondent was asked to state his category by number. In general, this device successfully avoided any awkwardness. A few subjects expressed mild resentment at the question, but only three refused to answer. For various reasons,

Table 10: Incomes of "Voluntary" Visitors

<u>Incomes</u>	<u>Tourist Booth</u> (N-58)		<u>Highway</u> (N-110)		<u>Combined</u> (N-168)	
	No.	%	No.	%	No.	%
1. Under \$3,000	0	0	3	3	3	2
2. \$3,000 to \$4,999	3	5	13	12	16	10
3. \$5,000 to \$6,999	13	22	19	17	32	19
4. \$7,000 to \$9,999	18	31	26	24	44	26
5. \$10,000 and over	24	41	49	45	73	43
Totals:	58	100	110	100	168	100

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some were not asked the question. Only a few respondents appeared to be lying about their incomes. Several who quoted high income quickly added, "of course, my wife works". It does not seem surprising that over 40 percent of respondents claimed annual incomes of \$10,000 or more, considering the proportions classed as professionals, managers, and proprietors, the frequency with which wives work, and the size of U.S. salaries.

6. Length of Time To Plan Trip

Table 11 shows the distribution of responses to the question "How long ago did you begin to plan your trip?" Twenty-three servicemen are eliminated from the tabulation, because their freedom of choice is usually limited in this respect. Removing all servicemen increased the probability that the remaining answers will be representative of the population of would-be travellers who are more receptive to promotional appeals.

Table 11: Length of Time To Plan Trip:  
Showing Time Interval Between Decision  
To Travel and Departure Date

Time (Months)	<u>Combined Sample (N=171)</u>	
	Number	Percent
0 - 1	41	24
1 - 3	26	15
3 - 6	19	11
6 - 9	21	12
9 - 12	35	20
over 12	29	17
	<u>171</u>	<u>100</u>

Most replies were phrased as approximate time periods and not as approximate calendar dates. Since interviewing began in early July, July 1st could be taken as a reasonably accurate "base date" if it is desired to translate the time intervals of the table roughly into portions of the calendar year. Thus the "zero to one month" interval includes primarily those respondents who began to plan their trip in June, with a few who started in July. In fact, it includes 18 "spur of the moment" decisions, taken between



a few days and two weeks of departure. The shortest interval between decision and departure, reported by one respondent, was 24 hours. While the largest group consists of those who planned in the shortest time interval, the second largest began to plan from nine to twelve months before leaving, or roughly between July and September of the previous year. While a number of respondents said they had planned their trip for many years, an effort was made to obtain more specific replies by asking them when they had begun to think "seriously" about it. Although this technique usually met co-operation, there remains a large group (17 percent) who planned for more than one year. It was only in this interval that an appreciable difference appeared between the highway and booth samples, with the latter containing several more long-term planners. This suggests that "true tourists" may tend to think longer about their travel plans than those with more business-like motives.

7. Frequency of Visits

One hundred and sixty-three respondents, comprising 80 percent of the combined sample, said they were making their first visit to the Yukon. Predictably, the proportion of first-timers was higher among the information booth visitors (85 percent) than among those interviewed on the highway (77 percent). Of the 42 subjects who had visited the Territory more than once, exactly one half were Alaskans, as residents of that state are here defined. Seven reported more than two visits, and two (one an Alaskan and the other a Californian with a summer cottage near Whitehorse) said they had been in the Yukon six times.

## 8. Estimated Length of Stay

All but one of the 205 respondents offered estimates of how long they expected to stay in the Yukon, while another, a Canadian serviceman arriving in Whitehorse for a three-year posting, was not included for purposes of the present section. Some of the principal findings on duration of visits are contained in Table 12.

Table 12: Estimated Length of  
Stay in Territory

<u>Number of Days</u>	<u>Highway Sample</u>		<u>Booth Sample</u>		<u>Combined Sample</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
0 - 4.9	84	61	28	42	112	55
5.0 - 9.9	31	23	25	38	56	28
10.0 - 14.9	12	9	11	17	23	11
15.0 - 19.9	-	-	1	2	1	0
20.0 - 24.9	5	4	-	-	5	2
25.0 and over	5	4	1	2	6	3
Totals:	137	100	66	100	203	100

Note: Each estimate which overlaps any two time categories is included in the lower category.

This indicates that about 61 percent of all parties interviewed on the highway planned to stay less than five days, while only 42 percent of those interviewed in the information booth intended to make their visit that short. On the other hand, 38 percent of those at the information booth estimated a stay of over five and under ten days, while only 23 percent of respondents on the highway offered estimates in this category. This suggests once again that the booth sample contains a higher proportion of persons who might be classified as tourists.

An effort was made to ensure that, where applicable, travellers



to and from Alaska included in their estimates the time spent driving in both directions. Even so, estimates of only two days were given by 30, or 22 percent, of respondents in the highway sample. Thirteen others offered three-day estimates, while seven more were less precise and suggested "two or three" days as the probable duration of their visits. These data, together with comparable material from the information booth sample, are summarized in Table 13.

Table 13: Number and Percent of Respondents Who Estimated Their Length of Stay at Two or Three Days

<u>Estimate</u> (Days)	<u>Highway Sample</u> (N=137)		<u>Booth Sample</u> (N=66)		<u>Combined Sample</u> (N=203)	
	No.	%	No.	%	No.	%
2	30	22	4	6	34	17
3	13	9	11	17	24	12
2 or 3	7	5	-	-	7	3

Note: A few said they had planned to stay longer, but had to cut their visits short after being delayed by road washouts in B.C.

Again there is a marked difference between the two samples, with information booth respondents showing far less inclination to hurry through the Territory. Probably some of these low estimates are explained simply by poor judgement, or by failure of respondents to understand the question. For example, it seems likely that a few were thinking of their visiting time in Whitehorse, and not in the entire Territory. A few did not seem to know when they were in the Yukon and when they were somewhere else, although a poor knowledge of political geography might be expected to account for as many high as low estimates.

Servicemen on posting accounted for most of the two-day

estimates, offering 14, or 41 percent, of the total of 34 such estimates received. Alaskans returning home from the continental United States constituted six (18 percent) of the two-day group, as did visitors to Alaska who had travelled or planned to travel in one direction by sea or air. Parties not attached to the services but moving permanently to or from Alaska made up 5 (15 percent) of this group. The remainder defied classification, except as apparently poor estimators. Probably the most outstanding fact about the data of Table 13 is that of the grand total of 65 two and three-day estimates, 21 (or 32 percent) were made by visitors who had travelled or contemplated travelling in one direction via the new ferry operating between Prince Rupert and Haines, Alaska. In fact, two-thirds of the 15 short-term visitors in the information booth sample had used the ferry or planned to do so. More will be said about ferry travel in a subsequent section.

It is difficult to separate "tourists" from "non-tourists" for the purpose of analysing the data on duration of visits. Virtually any criterion selected to define a tourist seems to fail at some point. As suggested earlier, it is incorrect to omit some American servicemen from the ranks of tourists. One serviceman intended spending 10 days in the Yukon, while enroute to his new Alaskan posting. At the opposite extreme is the visitor whose only purpose for travelling seems to be pleasure, but whose only aim while in the Yukon is to get out as fast as possible. Little can be done beyond separating those visitors whose primary purpose appears to be some

kind of "business" from those who have no such obvious motivations. Using this criterion, it is possible to say that 85 percent of all parties interviewed were "tourist" parties (see Section 12), and that while 87 percent of non-tourists planned to stay less than five days, only 51 percent of tourists contemplated visits this brief. Better defining criteria might increase the proportion of non-tourists, and might decrease the proportion of tourists staying five days or less. Certainly there would be little basis for complacency if it could be stated with more confidence that over 50 percent of tourists stay less than five days after making the long trip to the Yukon, and spend most of that time passing through, north and south.

#### Length of Stay in Whitehorse

Table 14 shows time spent in Whitehorse, as estimated by 199 respondents. As with most other questions asked, the major differences between booth and highway responses are in the direction predicted. More highway respondents were stopping only "a few hours" or "overnight", while more booth respondents were spending from one to four days in the Yukon's capital city. The "no stops" category includes those who said they were stopping only for lunch, or for gasoline. A number of Whitehorse businessmen expressed the opinion that a large proportion of motorists were by-passing Whitehorse completely because the business section of the city lies a mile or more off the main highway. The data of Table 14 give no support to such a view. Some support of the data is provided by the fact that of 132 northbound non-Yukon motorists whose movements were observed at the traffic circle



outside Whitehorse, 104 (or 79 percent) chose the road leading into the city centre.

Table 14: Time Spent in Whitehorse

<u>Stopover Time</u>	<u>Highway</u> (N=134)		<u>Tourist Booth</u> (N=65)		<u>Combined</u> (N=199)	
	No.	%	No.	%	No.	%
no stops	23	17	8	12	31	16
a few hours	39	29	7	11	46	23
overnight	27	20	10	15	37	19
1 - 1.9 days	15	11	10	15	25	13
2 - 2.9 days	21	16	18	28	39	20
3 - 3.9 days	2	1	8	12	10	5
4 - 4.9 days	4	3	1	2	5	3
5 days and over	3	2	3	5	6	3
Totals:	134	100	65	100	199	100

## 9. Types of Accommodation Used

Table 15 roughly outlines the pattern of overnight accommodation practises among parties interviewed. Here the term "camping" is applied equally to those travellers using tents, trailers, or camper vehicles. In short, the "camper" is the visitor who brings his accommodation with him, whatever the form.

Table 15: Overnight Accommodation

<u>Accommodation</u>	<u>Highway</u>		<u>Booth</u>		<u>Combined</u>	
	No.	%	No.	%	No.	%
Hotel only	38	27	17	26	55	27
Mostly Hotel	8	6	-	-	8	4
Camping only	69	50	43	65	112	55
Mostly Camping	12	9	5	8	17	8
Half and Half	9	6	-	-	9	4
Other	3 <sup>1</sup>	2	1 <sup>2</sup>	2	4	2
<u>Totals:</u>	139	100	66	100	205	100

1. Includes one summer cottager, one visiting relatives, and one who was not stopping overnight.
2. Visiting relatives mostly, but using some motel accommodation.

Those using hotels and motels exclusively constitute just over one quarter of each sample, whereas those camping exclusively have a distinctly larger representation in the information booth sample. The respective proportions of full-time campers would have been more nearly equal, except for a practical difficulty on the highway. House-trailers sometimes presented a traffic hazard, either because they were too closely followed by other vehicles to permit safe stopping, or because they could not be parked safely off the highway during interviewing. Consequently, interviews were missed with at least half a dozen trailer users, but not enough were missed to account for the full difference between samples. It

seems likely that the figure of 55 percent in the combined sample is more nearly representative of the proportion of the travelling population who are "camping only".

Two categories are empty in the booth data, there being no representation either of parties who stay "mostly" in hotels, or of those who stay in them about half the time, while camping the remainder. These gaps, together with the larger proportion of full-time campers, may reflect the fact that fewer booth respondents were in the Yukon on some form of business. Nineteen percent of highway respondents offered business (defined to include postings and permanent moves) as a reason for travelling, compared with only six percent in the booth. Servicemen and most other business travellers would have the benefit of expense accounts, and their greater readiness to use hotels is understandable.

Parties in the "mostly camping" category are those who specified their readiness to forsake the campgrounds for commercial accommodation in wet weather, or to have an occasional bath. The figures suggest that hotel and motel operators provide most of the accommodation needs of from one quarter to one third of all travellers to the Yukon, and that they furnish at least some accommodation to well over 40 percent. This seems to leave more than half the travelling population completely independent of commercial accommodation, but there is evidence suggesting this may not be quite accurate. While the "camping only" category excludes motel users, it does include eight respondents who reported using commercial trailer courts all or most of the time, and nineteen



who said they used commercial camping facilities at least some of the time.

Data on types of camping accommodation in use are available for 82 of the 98 highway sample respondents classified as camping at least some of the time. Forty-three were sleeping in tents, 22 in camper vehicles, 15 in trailers, and two in their cars. Such significance as this material may have is weakened because it does not apply to a larger portion of camping respondents in the highway sample. Again, of 236 vehicles in the "counting sample" referred to in Section 2, 60 or 25 percent were campers or cars with trailers. Casual observation over a two-month period suggests, however, that this may constitute a somewhat low estimate of the proportion of traffic which these vehicles constitute.

# 10. Food Brought and Food Purchased

An attempt was made to assess the extent to which visitors buy their food in the Territory, or bring it with them. The principal findings are summarized in Table 16. The six categories almost form a graduated scale, but what is otherwise a rough serial progression is broken by the "brought some" category which logically overlaps both its neighbours, and contains the responses of subjects who did not venture more precise estimates. This overlapping may well account for what appear

Table 16: Estimates of Food Brought To  
And Bought In The Yukon

	<u>Highway</u> (N=130)		<u>Booth</u> (N=66)		<u>Combined</u> (N=196)	
	No.	%	No.	%	No.	%
Brought all	1	1	2	3	3	2
Brought most	6	5	3	5	9	5
Brought half	11	8	2	3	13	7
Brought some	17	13	14	21	31	16
Buying most	26	20	15	23	41	21
Buying all	69	53	30	45	99	50
Totals:	130	100	66	100	196	100

Note: Answers were not obtained for nine members of the highway sample.

to be differences between the samples in the two middle categories. In other words, these differences might disappear with more precise categorization. Since the booth and highway groups appear to exhibit few if any significant differences, subsequent discussion will focus on the composite sample.

One outstanding point about these data is the even split between subjects who said they brought at least some food, and those who

said they were buying all their food enroute. If, to the latter, we add the people buying most of their food, there is the indication that during their stay about 70 percent of all visitors are "regular" customers of Yukon grocers and restaurant operators. On the other hand, only about 14 percent of respondents said they brought half or more than half of their food with them. Of the three who brought all, one was a grocer. While this sounds a fairly optimistic note for food retailers in the Territory, some qualifications must be attached to any generalizations based on the data. For one thing, not all people buying food enroute are necessarily buying it in the Yukon. As mentioned earlier, the Territory is sometimes confused with British Columbia and Alaska. On the other hand, Whitehorse is the largest commercial centre on the long road between Dawson Creek and Fairbanks. The city's strategic location and importance make it highly probable that travellers will stop for provisions. A substantial number of respondents mentioned that they had shopped or would shop in Whitehorse for food. The manager of one of the community's largest grocery stores estimated that tourists accounted for 15 percent of sales in the period June through August. However, another of the principal grocers, perhaps less favourably located for this particular type of trade, judged that only two percent of his summer business came from tourists.

Of about 30 subjects asked, 13 said they had been influenced to bring food by stories they had heard about high prices in the Yukon. Everyone asked about the kinds of food brought mentioned canned goods.



A small but unrecorded number indicated that food purchases enroute were confined principally to perishables such as meat and vegetables.

Of 130 highway respondents, 24 or 18 percent said the parties they represented were eating all their meals in restaurants. Another nine parties (seven percent) were eating "mostly" in restaurants. Of 66 booth respondents, only eight and six percent, respectively, were eating "entirely" or "mostly" in restaurants. The proportion of subjects using restaurants at least some of the time is undetermined, but is probably substantial. One cafe operator in the town estimated that about 40 percent of his summer business came from highway travellers.

# 11. Average Daily Spending of Yukon Visitors

It was extremely difficult to obtain estimates of expenses from respondents. As might be expected, a few offered only a minimum of co-operation, or none. However, most were willing to co-operate, and showed that they simply found it difficult to produce honest estimates on short notice.

Table 17: Average Estimated Daily Expenses for a Party of  
Three Travellers Staying in Motels (Composite Sample)

	<u>No. of Replies</u>	<u>Total of all Estimates</u>	<u>Mean Estimates (Dollars)</u>
Accommodation	39	486.00	12.46
Meals	164	1400.00	8.53
Transportation			
(mainly gasoline)	158	see text	11.50
Other	60	215.00	3.58
Total expenses:			36.11

An attempt was made to obtain estimates in four categories: accommodation, meals, transportation, and "other" expenses. The need to keep interviews moving meant that "probing in depth" was out of the question, and probably would have produced more resistance than results. Even efforts at speedy and casual coverage of the four categories frequently led to noticeable fatigue, impatience, and disinterest on the part of respondents. Such reactions are unlikely to result in the gathering of reliable data. Consequently, certain short-cuts were taken with the question on expenditures. For example, fewer than 50 of those staying entirely or "mostly" in motels were asked for estimates of accommodation costs.

Table 17 presents very rough estimates of daily expenditures for an "average" party of three persons travelling in the Yukon and staying in motels, as compiled from the statements of respondents. The estimate for accommodation seems fairly reliable, since it is close to the mean price of "minimum" accommodation for three persons, as quoted by 21 motel and hotel operators. The mean price quoted was about \$11.40. Of course, it must be remembered that only about 30 percent of all parties interviewed reported staying in motels all, or even most of the time. The mean estimate of meal costs is inflated by the responses of those eating exclusively in restaurants; the modal estimate would be slightly smaller.

The average transportation cost is subject to a number of influences. Getting replies about transportation expenses proved so difficult that it was necessary to obtain from 119 respondents, estimates of daily mileage travelled, together with gasoline consumption in miles per gallon. Thus most estimates are for gasoline costs only. Translation into dollars and cents was left to the investigator, using an arbitrary "average" price of 60 cents per gallon, and an average gasoline consumption rate of 17 miles per gallon. The latter is almost certainly high considering the road conditions and the many large vehicles in use. Thirty-nine respondents offered their estimates for all transportation expenses (not just gasoline) in dollar terms. The average of this group was approximately \$12.00, while the average based entirely on gasoline mileage computations was about \$11.00. The closeness of these figures suggests that the writer's computational method furnishes



an estimate which may not be too wide of the mark. The figure of \$11.50 in Table 17 is an average of the averages.

The fact is that some transportation costs are included in the "other" category. Nearly one quarter of those offering estimates in the latter category mentioned car parts and repairs as the main "extra" expense. The average for "other" expenses probably would be much smaller if it did not reflect transportation costs. Many respondents who declined to make an estimate said they were spending "very little" on incidentals.

The general impression gained by talking to more than two hundred party heads was virtually the same as that expressed in the report of the 1962 survey: most visitors appeared to be travelling as inexpensively as possible. Parties staying longer in the Territory than the time required to pass through, particularly those using camp-grounds and cooking their own meals, probably would spend much less than Table 17 suggests.

## 12. Reasons for Visiting The Yukon

One of the principal aims of the survey was to obtain some idea of the motivations prompting travel to the Yukon. The relevant part of the interview was kept deliberately unstructured; in other words, the respondent was not asked to fit his answers into categories prearranged by the interviewer, but was permitted complete freedom for spontaneous response. It was hoped that this method might produce a greater variety of response, and possibly reveal a motivational pattern more nearly representative of the "true" motivations of the population of travellers.

One obstacle was a strong tendency to stereotyped replies. Asked why they were visiting the Territory, the initial response of about half of all those interviewed was "to see the country". The first reaction of many others was to say that they were enroute to Alaska. By using fairly consistent probing methods, the interviewer attempted to stimulate inarticulate respondents, and those apparently reluctant to express their motives. The respondent who said "to see the country" was asked, "But why this particular country?" Additional probing followed wherever it seemed necessary and appropriate. This technique undoubtedly revealed motives that otherwise would have remained hidden, although frequently one stereotyped response was simply the forerunner of another. Table 18 shows the most frequently declared purposes for visiting the Yukon. There is some evidence, to be discussed later, suggesting that declared reasons are not always the only ones,

or that they may even be different from the initial reasons. Certain differences in the highway and booth samples are noticeable in the table.

Table 18: Declared Reasons for Visiting the Yukon

	<u>Highway</u> (N=139)		<u>Booth</u> (N=66)		<u>Combined</u> (N=205)	
	No.	%	No.	%	No.	%
To See The Country	69	50	42	64	111	54
Historical Interest	15	11	15	23	30 <sup>1</sup>	15
To see "wilderness" or "last frontier"	7	5	5	8	12	6
Get away from city	5	4	3	5	8	4
Meet the people	6	4	2	3	8 <sup>2</sup>	4
Fishing	17 <sup>3</sup>	12	16	24	33	16
Hunting	2 <sup>4</sup>	1	3	5	5	2
Photography	4	3	5	8	9	4
To see wild animals	5	4	-	-	5	2
Going to Alaska	68	49	36	55	104	51
Going to U.S.A.	18	13	2	3	20	10
Visiting relatives (friends)	20	14	4	6	24	12
On business	26	19	4	6	30	15

1. Includes 4 with "family-historical" interest, e.g. an ancestor in the gold rush.
2. Includes three wishing to see Indians and Eskimos.
3. Does not include two respondents who specified fishing in Alaska, and not in the Yukon.
4. Does not include one hunting in Alaska only.

Percentages add to more than 100 because many subjects gave more than one response.

Table shows most frequent responses, and does not include 28 miscellaneous replies, including hiking, mountain climbing, camping, seeing the eclipse, etc.

As might be expected, booth visitors included higher proportions of respondents declaring purposes readily associated with touring or vacationing.



There is a good deal of overlapping among the categories, since many respondents mentioned more than one reason for travelling. For example, the categories "going to Alaska" and "going to U.S.A." include 14 respondents "visiting relatives" who specified that their relatives were in Alaska or in other states. Again, these categories include servicemen on posting, who are counted also in the "on business" category.

Ninety-one respondents, or 44 percent of all those interviewed, indicated that their main purpose of travel was to pass through the Yukon, enroute to Alaska or other states. Table 18 shows that 51 percent of all respondents gave "going to Alaska" as at least one reason for travel. This is not intended to suggest that many of the remaining parties did not go to Alaska, or did not intend to do so; it only means that they did not see fit to state specifically that Alaska was an objective. Actually, 82 percent of all 205 respondents indicated, in one way or another, that travel to Alaska was either an intention or an accomplished fact. This came out partly in answers to the later question on travel routes. Of 101 subjects who did not specifically declare Alaska among their purposes, 22 were Canadians. There seems to be little doubt that the Yukon plays host to many of its visitors primarily because of its location on the road to Alaska. At the same time, Table 18 distinctly suggests that the Territory holds a variety of attractions of its own. The 30 subjects "on business" include 13 who indicated they were combining business and pleasure in some degree, and their pleasurable purposes are recorded in the appropriate categories.

Interest in the Yukon's historic past appears somewhat difficult to measure. While only 15 percent of all respondents expressed such interest, 29 percent of those who described their routes said they had gone or were going to Dawson, suggesting historical appeal of an extent not wholly admitted. Certain differences with respect to declared motivation exist between north and southbound respondents within the highway sample. The most important of these are shown in Table 19. While these data do not prove anything by themselves, they at least suggest that some

Table 19: Selected Purposes of Visit as Declared by Northbound and Southbound Respondents in Highway Sample

<u>Purpose</u>	<u>Northbound</u> (N=64)		<u>Southbound</u> (N=75)	
	No.	%	No.	%
Scenery	3	5	6	8
Historical interest	5	8	10	13
Fishing	6	9	11	15
To See Yukon (Americans)	2	3	9	12

travellers may think of "reasons" for travelling after the event. It appears that some vacationers, whose primary initial purpose was to pass through to Alaska, may have discovered an interest in the Yukon's angling, scenic, and historic attractions only after having an opportunity to sample them. It seems possible that these people later came to believe their initial motives really included a desire to visit points of interest in the Yukon. Perhaps the strongest evidence in support of this idea lies in a comparison between

north and southbound Americans expressing an interest in "seeing the Yukon". The proportion of southbound Americans who mentioned this is four times greater than the proportion of those northbound. These findings suggest that many people who know very little about the Yukon before their departure for Alaska are favourably impressed with the Territory; they serve as partial and indirect verification of other evidence (notably overt expressions of satisfaction) pointing to a predominance of "satisfied customers" among Yukon visitors.



### 13. Routes Followed and Places Visited

Knowledge of visitors' movements would appear to have several possible uses. For example, it might be of assistance in estimating the geographical distribution of "tourist" spending, in planning tourist facilities, and in organizing promotional campaigns. With a view to such possibilities, subjects were asked to describe where they had been and where they planned to go. It is impossible to provide a complete summary of places visited and routes taken, and the best that can be done is to indicate some of the main travel patterns. Before doing this, it is necessary to describe briefly the principal routes available to motorists visiting the Yukon. Map I is provided as a supplement to the text.

#### The Haines Route

There are three ways for the motorist to enter the Territory from the south. First, he can come in by the Alaska Highway. Second, he can ship his car by sea to Skagway, in the Alaskan Panhandle, and from there by rail to Whitehorse. Finally, he can ship his car to Haines, Alaska, and drive from there to the Yukon town of Haines Junction, located on the Alaska Highway 100 miles west of Whitehorse.

In the summer of 1963, a new sea ferry service for automobiles was introduced between Prince Rupert, B.C., and the ports of Skagway and Haines. Since Skagway has no road to the interior, most northbound ferry traffic ends at Haines, and most southbound traffic begins there.

The new ferry service makes it possible for the motorist bound for central Alaska to avoid 1000 miles of the Alaska Highway between Dawson Creek, B.C., and Haines Junction. That 1000-mile stretch includes in its northwestern portion the most populated part of the Yukon, and the Territory's heaviest concentration of commercial establishments. Many Yukoners and others have expressed concern that the ferry route is diverting a large volume of tourist business away from the commercial centres of Whitehorse and Watson Lake, and away from motel, lodge, restaurant, and garage operators along the affected portion of the highway. These considerations give a new urgency to the need for information on the movements of visitors.

#### The Dawson "Loop"

The Dawson "loop" is a motor route from Whitehorse to Tok Junction, in central Alaska, via Dawson City. The "loop" follows the Dawson and "Sixtymile" roads in the Yukon, and the Taylor Highway in Alaska. By way of the latter road, the main stream of Alaska Highway traffic is re-joined at Tok Junction. The "loop" provides an alternative route to the main highway, albeit a longer one. Its chief attractions are two: spectacular scenery on the Sixtymile Road west of Dawson, and the town of Dawson itself.

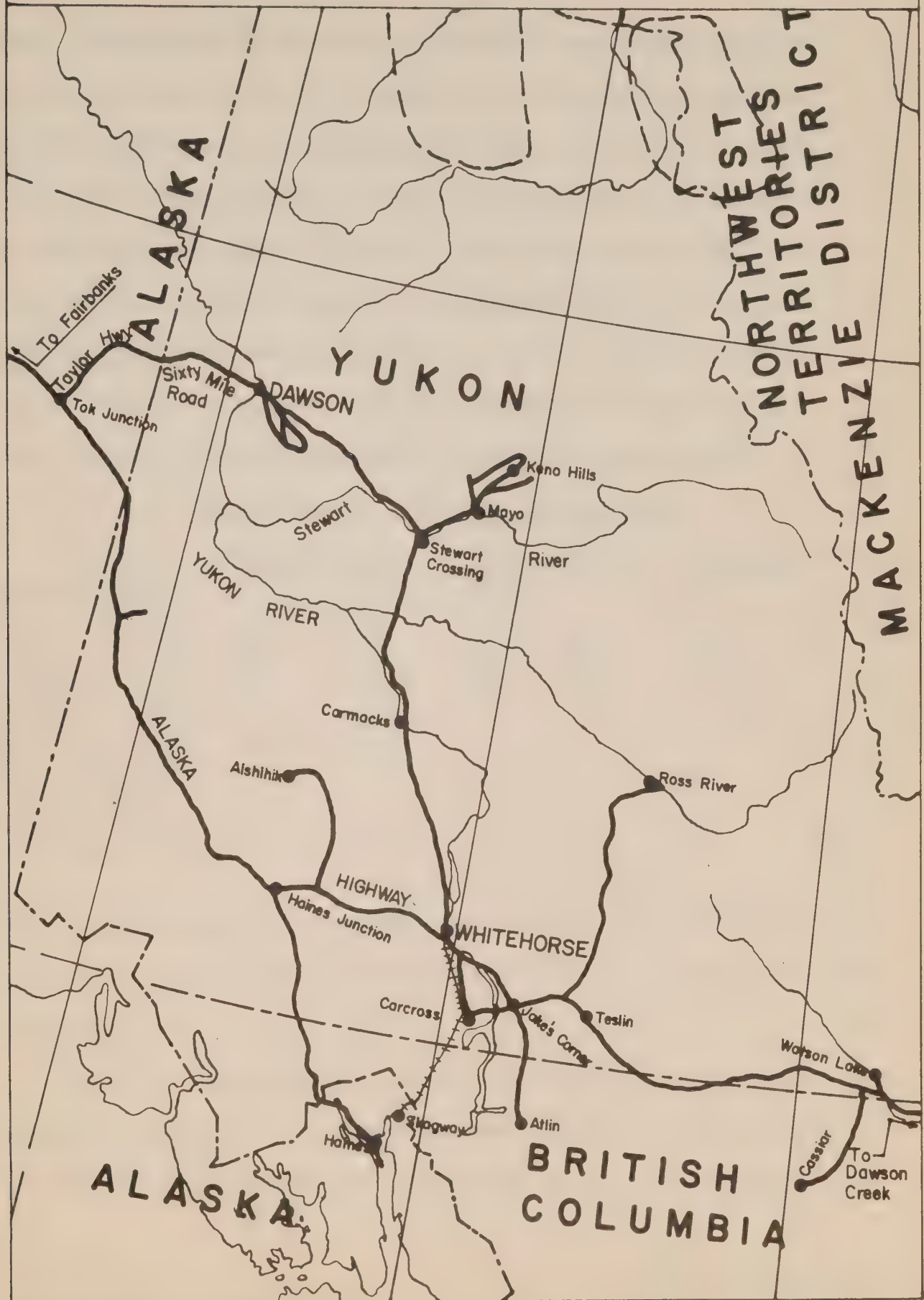
#### Movements Reported in the Sample

Table 20 shows that of 198 respondents who indicated where they had been or intended to go, 183 or 92 percent were travelling to or from

MAP 1:

# SOUTHERN YUKON

Showing Alaska Highway and main connecting routes in 1963,  
including principle routes travelled by visitors.







Alaska. This includes 28 Alaskans (including servicemen) and nine parties moving to that state. If these are deducted from the 183, the percentage of all 198 respondents who were visitors to Alaska is over 73. The group of 52 (combined sample) shown as taking the Dawson "Loop" is counted again with the group going "to Dawson". The only difference in these two categories is that the latter contains six who visited Dawson, but indicated that they did not intend going on to Alaska. The table reveals a marked difference between the highway and booth samples in the proportions of Dawson visitors. It seems likely that the highway sample is the more

Table 20: Routes Taken and Places Visited

<u>Routes and Places</u>	<u>Highway (N-133)</u>		<u>Booth (N-65)</u>		<u>Combined (N-198)</u>	
	No.	%	No.	%	No.	%
To or From Alaska	124	93	59	91	183	92
To Dawson	29	22	29	45	58	29
Took Dawson Loop	23	17	29	45	52	26
Took Haines Ferry (north or south)	27	20	19	29	46	23
Took Skagway Ferry (north or south)	5	4	1	2	6	3
Alaska Highway (north <u>and</u> south)	71	53	18	28	89	45

representative of population movements in this respect. If so, it would appear that the Yukon's most historic community is receiving a relatively small share of its visitors.

The "Haines Ferry" category includes only those who said they had come off the ferry, and those who stated firmly that they intended to use it for the journey home. Respondents who said only that they "might"

use the ferry were not included. Since the Haines traffic pattern appears to be so important to the Territory's travel industry, it seems desirable to have some verification of the proportions shown in the table. An attempt was made to take a traffic count at the junction of the Haines and Alaska highways, but conditions at the intersection were such that an accurate count could not be made. The chief difficulty was that most vehicles stopped at one of several business establishments near the junction, and a single observer could not keep track of their later movements.

Forty-five percent of all respondents were staying on the Alaska Highway while travelling to or from central Alaska, making no side trips or only minor ones at most. However, the 53 percent figure in the highway sample may be even more indicative of the proportion of all travellers who decline to take side trips. Of the 71 subjects in this sample who were not leaving the main road, 25 were "one-way" travellers (migrants and servicemen on posting). Forty-six subjects (or 35 percent of the highway sample) were travelling both ways without side trips. One member of this group was a Canadian.

Through failing to take side trips, a great many visitors were missing some of the most scenic areas in the territory. Very few respondents said that they had travelled, or intended to travel, over the road linking Jake's Corner with Carcross and Whitehorse (see map), although this route offers some of the most beautiful mountain scenery in the southern Yukon. Similarly, very few persons mentioned visiting Otter Falls, an

Outstanding beauty spot on the Aishihik road, a few miles off the Alaska Highway east of Haines Junction. Signs to direct the traveller to these and other attractive areas were inadequate, and sometimes non-existent.



#### 14. Expectations of the Yukon

An attempt was made to determine what preconceived notions visitors had held about the Yukon before arrival, and in what ways the Territory had or had not met their expectations. The original aim was three-fold: first, to gather further data as a possible check on replies to the more direct question concerning motivations; second, to learn something about the Yukon's present-day "image", and the extent to which it corresponds to stereotypes stemming from the turn of the century; third, to discover if the country holds attractions which numbers of people are surprised to find, and which might merit more publicity than they have been receiving. Unfortunately, the interview schedule proved to be too long and had to be shortened. Therefore, the question about preconceptions was eliminated early in the survey, and only the question about fulfilment of expectations (Question 11 in the interview schedule) was asked throughout. This rendered the first two aims relatively impossible to achieve. Nevertheless, some evidence was uncovered suggesting that a few of the more trite and traditional misconceptions about the Yukon, and about the north generally, may be dying a slow death. On the other hand, the fact that only six respondents were surprised the weather was not colder, that only two expected to find snow covering the ground in July, and that only one expressed disappointment at being unable to pan for gold, may indicate nothing more than a tendency for prospective visitors to be better informed than those with less interest in the country. This tendency is suggested once more by the fact, shown

in Table 21, that of 163 respondents visiting the Territory for the first time, 42 percent found everything as they had expected it would be. Table 21 shows all but one of the most frequent responses to the question: "Is the Yukon different in any way from what you expected?" The major response omitted concerns the condition of the Alaska Highway, the subject of a

Table 21: Selected Aspects of the Yukon Rated As  
Better or Worse Than Expected by 163 Respondents  
Making Their First Visit to The Territory

N = 163

	<u>Number</u>	<u>Percent</u>
Everything As Expected	69	42
Scenery Better	48	29
Scenery Worse	6	4
More Civilized	24	15
Less Civilized	9	6

separate section.

From the standpoint of "discovering" the Yukon's unsung attractions, the most significant finding seems to be the frequency with which subjects said the scenery was better than they had expected. The "more" and "less civilized" categories include expressions of surprise at the size of population or the degree of "commercialization" or "modernization". Fifteen percent of respondents found the Territory more modern than they had expected, while only six percent found it less so. In addition to the replies shown in Table 21, ten respondents said they had expected to see more wild animals along the road, and seven said they had not expected such courteous

service. Five had expected higher prices, and three lower prices. These and other similar responses tend to be repeated in reply to the more general question regarding favourable and unfavourable impressions. Therefore, they are included among the data of Table 22, which summarizes these impressions.

## 15. Favourable and Unfavourable Impressions

As initially planned, the interview schedule contained two separate questions on this subject, one asking respondents what they had liked, the other what they had disliked. To shorten the interview, the two questions were combined into one: "What have you liked or disliked about **your** visit?" While it may be argued that such "double-barrelled" questions are potentially confusing, still it appears that this device was suitable to the basic objective of eliciting unstructured responses. It seems reasonable that such responses are likely to reflect the impressions uppermost in the minds of interviewees, not those the interviewer thinks should be uppermost. On the other hand, it is possible that politeness prevented some persons from speaking of relatively strong impressions when these were unfavourable.

Table 22 shows those aspects of their experiences, excluding highway conditions, about which people spoke most frequently. Reactions to the highway are discussed in the next section. The table indicates a substantial degree of satisfaction with service and with "the nice, courteous people". About 40 percent of respondents made such favourable comments, most of them spontaneously. Only a relative few who initially said they had "no dislikes" were asked about service, and all called it satisfactory, or at least "average". Of course, this indicates that the proportion in the table of those who liked the service is inflated slightly by the inclusion of some fairly neutral responses. All comments on accommodation, food, and prices are spontaneous.



The absence of "dislikes" about accommodation and food may be attributable

Table 22: Favourable and Unfavourable Impressions  
(Comments on Highway Excluded)

N=203

<u>Comments</u>	<u>Number</u>	<u>Percent</u>
Service and People		
Like	83	41
Dislike	6	3
Accommodation		
Like	8	4
Dislike	-	-
Food		
Like	7	3
Dislike	-	-
Prices		
Low	10	5
High	11	5
Scenery		
Like	67	33
Dislike	7	3
Wildlife		
Plentiful	4	2
Scarce	15	7
Public Campgrounds		
Favourable	51	25
Unfavourable	29	14

to politeness, but politeness did not prevent the registration of complaints in other categories. Concerning prices, favourable comments ranged from "the prices aren't too bad", to "things are no more expensive than in the States". Unfavourable observations included the statement that

"everything is too expensive". The 67 favourable remarks about scenery include 48 which are also recorded in Table 21.

Twenty-five percent of all respondents spoke favourably of the public campgrounds; nearly all of these remarks were made without probing by the interviewer. Frequent comments were that the campgrounds were clean, had plenty of firewood, and were well-spaced along the highway. Several considered the campgrounds better than those in British Columbia or Alaska. Many of the 29 unfavourable comments about campgrounds were qualifications of otherwise complimentary remarks. Typically, unfavourable comments were prefaced by "the campgrounds were nice, but...". The most frequent complaint concerned drinking water. In many campgrounds, signs direct campers to use water from nearby streams. Fourteen respondents objected either that the water seemed unclean, or at least that it could not be depended upon for safe drinking. Nine complaints were lodged against dark and dirty toilets, and the remaining six unfavourable remarks concerned refuse in the campgrounds.

## 16. Comments on The Road

Comments on the road were received from 203 party heads.

In the earliest "trial and error" phase of the survey, respondents were not asked for their opinions of road conditions. However, spontaneous comments came regularly when subjects were asked about their likes and dislikes, or about their expectations prior to leaving home. After about fifteen interviews had been completed, the interviewer began asking the question "What about the road?" of all persons who did not offer comments spontaneously. Finally, about 150 respondents were asked a structured question intended to produce a relatively unambiguous set of categories of opinion about the "worst features" of the Alaska Highway. The results of the structured and unstructured approaches will be discussed separately. Once again the unstructured approach, while producing a body of data difficult to classify, had the advantage of yielding a number of responses uninfluenced by any special interests of the interviewer. Table 23 shows "favourable", "unfavourable", and "neutral" replies. The first two categories include replies considered to be at least mildly favourable or unfavourable. Comments such as "It's not too bad for a gravel road" are classed as mildly favourable. Examples of mildly unfavourable comments are "It's not too bad except for the dust", and "It's too bad they don't pave this highway". Neutral comments include "about as expected", and "no worse than expected". Also included in the

neutral category are mixed responses in which favourable comments (usually mild) are counterbalanced by unfavourable ones. An excellent example of neutrality is provided by the statement, heard more than once, that "It would be nice to see the highway paved, but still it's not too bad for a gravel road." Several responses shown as unclassified might, with further logical analysis, be placed in the "neutral" category.

If responses concerning the road were located on a continuum ranging from highly favourable to highly unfavourable, by far the greatest number would be clustered in a group around the neutral centre point, with perhaps a slightly larger proportion on the favourable side. There would be but a handful of unqualified, highly positive responses, and slightly more unqualified negative responses. This tendency to faint praise or blame seems to reflect an attitude of ambivalence, or of resignation, or of agreeable surprise that the road is at least no worse than it was rumoured to be.

Table 23: Comments on Conditions of Alaska Highway

N=203

	<u>Number</u>	<u>Percent</u>
Favourable	95	47
Unfavourable	71	35
Neutral	23	11
Unclassified	<u>14</u>	<u>7</u>
Totals:	203	100

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Table 24 shows the distribution of 169 responses to the question:



"If you had to choose the worst feature of the road, would you say dust, mud, roughness, flying stones, or what?" The few cases where subjects could not choose between dust and roughness are counted in both those categories. Four respondents said the road was "terrible" on all counts. Complaints about the dust were even more frequent than the table indicates, being registered by many of the fifty or more subjects who were not asked to choose the "worst feature". Of course, one result of asking respondents to make this choice is the registration of seemingly adverse criticism by many persons whose initial comments were "favourable".

Table 24: Distribution of Choices of the "Worst Feature"  
of the Road

N = 169

<u>"Worst Feature"</u>	<u>Number</u>	<u>Percent</u>
Dust	76	45
Roughness	59	35
Flying Stones	25	15
Mud	5	3
"Terrible"	4	2
Totals:	169	100

Finally, Table 25 shows miscellaneous comments which seem instructive in one way or another, and are presented here to round out the picture of reactions to driving conditions. In summary, the single most important generalization which can be made about the road question is that most respondents did not object strongly to the road's condition.

Table 25: Miscellaneous Comments About the Road and Driving Conditions  
(N = 203)

<u>Comment</u>	<u>Number</u>	<u>Percent</u>
Better Than Expected	46	23
In Good Shape	26	13
Maintenance (a) good	15	7
(b) poor	2	1
Lack of stopping places <sup>1</sup>	11	5
Highway Signs (a) well marked	3	1
(b) poorly marked	3	1
Dangerous Driving	14	7

1. Respondents in this category complained that there were too few places where vehicles could be safely parked off the road while resting, enjoying the view, taking photos, etc. Much of the Alaska highway has narrow shoulders and deep ditches or embankments, probably reflecting its initial purpose as a military, not a touring, road.

## Summary

Perhaps the simplest way to summarize some of the main findings of the survey is to attempt a brief general description of the "typical" motorist who visits the Yukon, and the things he does during his trip. Of course, the reservations made in the introduction about possible sources of bias in the sample must be borne in mind.

Our hypothetical traveller probably comes from a city in the western United States having a population of 10,000 or more. He is accompanied by one or two other persons, and the chances are about two to one that his companions will be adults. He is likely to be at a middle or upper middle socio-economic level, in terms of occupation and income. The chances appear to be about one in five that he will be a professional man, and about one in seven that he will be retired. In nearly nine times out of ten he will be earning at least \$5,000 a year, and in over four times in ten his yearly income will be \$10,000 or more.

He is likely to be travelling to Alaska on vacation, and to have planned and thought about his trip for several months. The chances that he has never before visited the Yukon are about three in four. Nevertheless, the odds appear to be approximately even that he will stay less than five days in the Territory, and spend most of that time travelling through in both directions. More than nine times in ten, his visit will be under two weeks' duration. But if he stops anywhere for any length of time, Whitehorse is likely to be on his itinerary. In spite of the new ferry service, indications are

that he will be rather likely to do all his travelling by road. In fact, the chances are nearly even that he will stay on or close to the Alaska Highway, and only about one in three that he will make the trip to Dawson City.

The typical visitor is very likely to be camping out at least part or even most of the time, either in a trailer or other vehicle specially designed for the purpose, or in a tent. The chances are about even that he will camp out exclusively. Probably he will cook most of his meals, perhaps eating in restaurants occasionally. He will spend very little money beyond the amount required for transportation and basic necessities.

Our vacationer is going to Alaska and "seeing the country" enroute. He may not have known much about the Yukon before leaving home, but in general he is rather favourably impressed on arrival. He likes the scenery, the people he meets, and (with some reservations) even the road. He is rather unlikely to express a strong historical interest, although he will talk about the country's history about as often as he will mention its fishing possibilities. In general, he leaves the impression of a man who likes the outdoors and who is travelling the Alaska Highway for reasons perhaps not unlike that which has prompted other men to climb Mount Everest-- "because it's there".





## APPENDIX

### YUKON TOURIST SURVEY 1963

The Government is conducting a survey to learn more about visitors to the Yukon and how they enjoy their stay in the Territory. We think this will help in planning future development. Could you answer a few questions for us?

1. Where is your home?

City \_\_\_\_\_ State or Province \_\_\_\_\_

Size of community:

Under 5, 000 \_\_\_\_\_

Under 10, 000 \_\_\_\_\_

Under 25, 000 \_\_\_\_\_

Under 100, 000 \_\_\_\_\_

Over 100, 000 \_\_\_\_\_

2. How many persons are in your party?

Adults \_\_\_\_\_ Children (under 16) \_\_\_\_\_

3. About how many days will you have spent in the Yukon from the time you arrived to the time when you expect to leave for home?

Number of days \_\_\_\_\_

4. What type of accommodation are you using?

Hotel or Motel \_\_\_\_\_  
Tent or Trailer Courts \_\_\_\_\_  
Public Campgrounds \_\_\_\_\_  
Friends or relatives \_\_\_\_\_  
Other \_\_\_\_\_



5. Did you bring food with you, or are you buying your food along the way? (If food brought, why?)
6. What would you estimate is the average daily cost to your party for:  
accommodation \_\_\_\_\_ meals \_\_\_\_\_  
transportation \_\_\_\_\_ other \_\_\_\_\_
7. Is this your first visit to the Territory?
8. About how long ago did you begin to plan your trip?
9. Why are you visiting the Yukon?
10. (If first visit) Before your trip, what did you imagine the Yukon would be like?
11. Is the Yukon different in any way from what you expected?
12. Could you describe to me where you have been in the Yukon, and where you plan to go before leaving the Territory? (Ask respondent to trace route on map)
13. How long did you stay, or do you plan to stay, in Whitehorse?
14. What have you liked about your visit?
15. What have you disliked?





16. What type of occupation have the employed members of your party?  
(Include working wives)

17. Finally, would you mind telling me what number on this card corresponds to the approximate yearly income of your family?

(Hand respondent card)

Estimated age \_\_\_\_\_.

.....

NOTE:

In order to reduce interviewing time, certain departures were made from the interview schedule as it is shown above. These changes are described in the text of the report.







